LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
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DE-NIC® DEFINED

DE-NICOTINED TOBACCO. THE SMOOTH TASTE OF A LIGHT.

IT'S A ONE-OF-A-KIND CIGARETTE ■ NEXT® DE-NIC® ■ THE ONLY CIGARETTE WITH LESS THAN 0.1 MG OF NICOTINE MADE FROM *DE-NICOTINED TOBACCO. SO YOU WON'T* FIND IT HARD TO DRAW ■ WHAT YOU WILL GET IS A SMOKEABLE CIGARETTE WITH THE SMOOTH TASTE OF A LIGHT. ■ *AVAILABLE IN REGULAR AND MENTHOL, KINGS AND 100'S.*

WHAT WILL YOU THINK OF NEXT.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

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9 mg "tar," 0.1 mg nicotine av per cigarette by FTC method.

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